



Press Release – 11 February 2011

European leader in the 75 g.m⁻² segment

Eco-efficiency and high performance race “neck and neck” in Discovery’s new image

- **Discovery awarded the European Ecolabel**
- **Excellent performance and reliability guarantee a winning product**
- **Paper with strong eco-credentials**

Eco-efficiency and excellent performance are the key notes in the new image developed for the Discovery office stationery brand, manufactured by the Portucel Soporcel group.

The Group’s continued commitment to the most sophisticated technology and innovation explain the superb performance achieved by the Discovery range in papers with a grammage lower than the traditional 80 g/m². At just 75 g/m² the paper achieves better than average thickness and rigidity, thanks to the combination of raw materials such as *Eucalyptus globulus* and precipitated calcium carbonate, an additive which makes for opacity and whiteness in paper. This symbiosis results in top quality paper, comparable to standard 80 g/m² products.

Innovative and the market leader in its segment, Discovery 75 g/m² is a stationery product with very strong eco-credentials. The reduction of 5 g/m² in relation to standard 80 g/m² paper permits more efficient use of resources, meaning that the same quantity of reams can be produced with a 32% reduction in timber consumption, with a further cut of 6% in waste production.

In addition to these gains, the investment in the production process undertaken in recent years by the Portucel Soporcel group have led to impressive reductions of 30% in energy consumption, 45% in water consumption, 71% in total CO₂ emissions and an equally significant decrease of 71% in the use of fossil fuels per ton of paper produced.

The new brand image intends to show that the Discovery range is a credible alternative to the traditional 80g/m² paper that took advantage of the know-how of the Group, the exceptional production conditions of Portucel Soporcel group and the bet on sophisticated and innovative technology.

100% satisfaction guaranteed

All users of Discovery paper enjoy a guarantee of satisfaction. If Discovery paper fails to live up to the expectations of professional users, the Portucel Soporcel group will replace the product. This guarantee offers further proof of the Group's confidence in the performance of this product, allowing consumer to opt for the 75 g/m² alternative with complete confidence.

Another reliable feature of Discovery 75 g/m² is jam-free performance, showing it to be especially suited to the needs of professional users, in photocopying and laser printing facilities handling large volumes of paper.

The market leader in its segment, the Discovery brand achieved growth in sales in 2010 in excess of 10%, with products marketed in more than 60 countries. In addition to the 75 g/m² version, the Discovery range also offers a 70 g/m² product with even stronger eco-credentials.

Discovery qualified to use European Ecolabel

The new Discovery packaging carries the European Union Ecolabel, designed to promote ecological products and services which meet strict standards of environmental performance.

This certification has reinforced the brand's environmental values, based on the sustainable paper cycle along the entire chain of responsibility, from the raw material, sourced from renewable forests planted for this purpose, through to environmentally responsible paper manufacture.

Sustainable and aligned with best practice, the forest management of the Portucel Soporcel group is certified under the international scheme operated by the FSC (Forest Stewardship Council) and under the PEFC (Programme for the Endorsement of Forest Certification schemes).

In the office stationery and printing paper segment, the Ecolabel rules also require the use of certified timber of known provenance and ban the use of substances harmful to

the environment and human health. The rules also call for the use of renewable energy, implementation of a rigorous waste management system and reduction of greenhouse gas emissions, as well as of air and water pollution.

Discovery

The next generation in office stationery

www.discovery-paper.com

About the Portucel Soporcel group

The Portucel Soporcel Group is one of Portugal's strongest players on the international stage.

The new paper mill has had a significant impact on the Portuguese economy, positioning the Group as the leading European manufacturer of UWF printing and writing paper and the 6th largest producer in the world. This has placed Portugal on the top of the European ranking of countries manufacturing this type of paper. The Group is also Europe's leading manufacturer, and one of the largest producers in the world, of bleached eucalyptus kraft pulp (BEKP).

The Group currently boasts production capacity for 1.6 million tons of paper, 1.4 million tons of pulp (of which 1.1 million is integrated into paper) and power generation of 1.84 TWh, adding up to annual turnover approximately of 1,400 million euros.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 60% of sales of manufactured products. Special mention should be made of the Navigator brand, the world's best-selling product in the premium office paper segment.

The Group's sales are made to some 100 countries in five continents, with Europe and the United States as the two main destinations.

Woodlands management is a strategic area for the group. Most of the forests under its management, covering approximately 120 thousand hectares, are certified under the internationally recognized FSC and PEFC schemes.

The Group is also a frontrunner in the energy sector and Portugal's leading producer of "green energy" from biomass, a renewable energy source.